

# Eugene Sunday Streets Sponsorship Opportunities



## EUGENE SUNDAY streets

*Eugene Sunday Streets  
is the signature walking  
and bicycling event for  
our community.*

[eugenesundaystreets.org](http://eugenesundaystreets.org)

### About Eugene Sunday Streets

Eugene Sunday Streets promote healthy, active living by opening the city's largest public space—its streets—for people to walk, bike and roll to discover active transportation in a safe, car-free environment.



The three-mile loop of traffic-free streets showcases Eugene's unique neighborhoods. Parks along the route feature games, live music and other entertainment for kids of all ages in Eugene's beautiful City parks.



### Who Attends?

All people! Walkers, runners, bicyclists, mobility device users, seniors, adults, families and youth all enjoy a day of physical activity right in their own community. The Second Annual Eugene Sunday Streets in 2012 attracted over 3,000 attendees and almost 200 volunteers. The event was so successful in 2011 and 2012 that in 2013 there are plans underway for two Eugene Sunday Streets—one in July and the other in September!

Eugene Sunday Streets builds community, stimulates the local economy, and represents resident, business and government investments to improve Eugene's quality of life.

### Goals of Sunday Streets

- ✓ *Improve the health of Eugene residents*
- ✓ *Reduce dependence on motor vehicles by encouraging walking and biking*
- ✓ *Increase environmental and climate change awareness*
- ✓ *Increase neighborhood livability*
- ✓ *Create new opportunities for businesses, recirculating money directly into our local economy*

## Support Eugene Sunday Streets

Entering its third year, Sunday Streets will include two distinctly different neighborhoods. This means more than 6,000 people will be able to participate. We invite you and your employees to join us in these community celebrations.

*Your sponsorship is an investment in our community, the people and the future of Eugene.*



E U G E N E

**SUNDAY**  
*streets*

[eugenesundaystreets.org](http://eugenesundaystreets.org)

### Associate Your Business with Eugene Sunday Streets

Sunday Streets captures the spirit of Eugene. They combine passion for health, the environment and community. The events are the only of their kind in the area. They provide a safe environment where residents can be active and have fun! Eugene serves as a model to cities across the country developing similar events.

### Join in on the Fun!

Sunday Streets unites all Eugonians by engaging hundreds of volunteers, non-profits, businesses and local community groups. These events encourage people from across Eugene—including children, people of color, people with varying abilities and seniors—to learn more about healthy, sustainable lifestyles.



### Connect to Sunday Streets Participants

Eugene Sunday Streets is the perfect vehicle for your business to connect with the local community in a meaningful way. A sponsorship is a public declaration that your businesses shares the same values inherit in Eugene Sunday Streets. The events support neighborhoods, families and activities that make them healthy. Sunday Streets are dedicated to prosperity and happiness in the place we call home—Eugene!

### Eugene Sunday Streets Delivers Recognition

Eugene Sunday Streets helps you achieve high impact results with your sponsorship. Dedicated staff members support your company in the planning and implementation of the events to ensure you will achieve your sponsorship goals. Your support of Eugene Sunday Streets will not go unnoticed.







*There is an opportunity for your business to support Eugene Sunday Streets at any level. The Sunday Streets team is dedicated to working with you to maximize the return on your investment and show our appreciation for your support and generosity.*

## Business Sponsorship Levels

### *Sponsor one event or both.*

**PRESENTING SPONSOR**—\$20,000 for two events (limited to two sponsors). The Presenting Sponsor(s) will enjoy a high level of visibility throughout the events and be prominently recognized for supporting these important community programs. If your company is interested in serving as the exclusive presenting sponsor of Eugene Sunday Streets, please contact Lindsay Selser at (541)682-5094.

**PARK SPONSOR**—\$9,000 for two events (limited to four sponsors). Each event will have two parks on the route where thousands of people listen to live music, enjoy performances, participate in fitness classes and play games.

**ACTIVITY AREA SPONSOR**—\$4,000 for two events. Activity Area Sponsors may target their audience by getting creative and coordinating activities for Sunday Street participants.

**VOLUNTEER STATION SPONSOR**—\$2,000 for two events (limited to six sponsors). Eugene Sunday Streets is run on volunteer power—close to 200 residents make each event possible. Sponsoring a volunteer station gives your business visibility and demonstrates your commitment to volunteerism in our community.

**SUPPORTING SMALL LOCAL BUSINESS**—\$500. As a Supporting Small Local Business, you will be invited to create a site at the events where your business will enjoy a steady stream of visitors. Your business will also be promoted through our social media pages as well as on our [eugenesundaystreets.org](http://eugenesundaystreets.org) website.

*Look for more information on the back page, including single event sponsorship details. →*

## Connect 101

### Some ideas for sponsor activities:

- ✓ Host Double-Dutch Jump Roping
- ✓ Coordinate Yard Games in a Park
- ✓ Teach Dance Classes
- ✓ Hold a Bicycle Drag Race
- ✓ Sponsor Sustainable Water Stations

**or create your own fun activity that embodies your business.**

	Presenting Sponsor for 2013	Park Sponsors	Activity Area Sponsors	Volunteer Station Sponsors	Supporting Small Local Business
<b>Eugene Sunday Streets partner levels for both events</b>	\$20,000	\$9,000	\$4,000	\$2,000	
<b>Sponsor amount for one event</b>		\$5,000	\$2,500	\$1,500	\$500
Exclusive Sunday Streets Presenting Sponsor (limit two)	✓				
Name on Park and Event Program (limit two per event)		✓			
Name and/or Logo on Activity Area Signs and Event Program			✓		
Name and Logo on Volunteer Check-In Booth(s) (limit three per event)				✓	
Acknowledgement through Social Media	✓	✓	✓	✓	✓
Logo on Sunday Streets T-Shirts	X-Large	Large	Medium	Small	
Mention in SmartTrips Newsletters (distributed to more than 6,300 households)	✓	✓	✓		
Mention in InMotion E-Newsletter (distributed to almost 2,000 residents)	✓	✓	✓	✓	
Logo or Name on Website	X-Large Logo	Large Logo	Medium Logo	Small Logo	Name
Logo on Event Poster	X-Large	Large	Medium	Small	
Logo on Event Program	X-Large	Large	Medium	Small	
Logo on Print Ads	Large	Medium	Small		
Logo on Educational Signs at Event	6 Signs	4 Signs	2 Signs		
10 x 20 Booth Space at Event(s)	✓	✓	✓		
10 x 10 Booth Space at Event(s)				✓	✓



**For more information contact:**

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